

Table 100
Profile of the Utah Travel Industry

Category	2004	2005	2006	2007	2008r	2009e	% Change 2008-2009	AARC 2004-2009
Total Spending by Travelers and Tourists (millions)	\$5,648	\$5,779	\$5,908	\$6,769	\$6,925	\$6,232	-10.0%	2.0%
Total Number of Foreign and Domestic Visits (millions)	17.5	19.1	19.3	20.2	20.3	19.4	-4.5%	2.1%
Number of U.S. Visits	16.9	18.4	18.6	19.5	19.6	18.7	-4.6%	2.0%
Number of Foreign Visits	0.62	0.66	0.69	0.73	0.74	0.69	-6.8%	2.2%
Total Travel and Recreation-Related Employment	111,379	112,051	112,572	112,486	114,742	110,508	-3.7%	-0.2%
Direct Travel and Recreation-Related Employment	60,637	61,036	61,347	65,882	62,613	60,303	-3.7%	-0.1%
Indirect Travel and Recreation-Related Employment	50,742	51,015	51,225	46,604	52,129	50,205	-3.7%	-0.2%
Percent of All Utah Nonfarm Jobs	10.1%	9.8%	9.4%	9.0%	8.8%	9.3%	5.7%	-1.6%
Total Direct State and Local Taxes Generated by Travel Spending (millions)	\$547	\$570	\$593	\$609	\$695	\$625	-10.1%	2.7%
State Government Portion	339	353	368	384	433	389	-10.2%	2.8%
Local Government Portion	208	217	225	225	262	236	-9.9%	2.6%
Total Airline Passengers at Salt Lake International Airport (millions)	18.4	22.2	21.6	22.0	20.7	20.0	-3.4%	1.7%
Total Traffic Count at Interstate Borders (millions)	22.2	22.7	23.1	23.9	24.6	25.8	4.9%	3.1%
Total National Park Recreation Visits (millions)	5.3	5.3	5.2	5.4	5.6	5.9	5.4%	2.1%
Total Skier Visits (millions)	3.1	3.4	3.9	4.1	4.2	3.9	-7.1%	4.4%
Total State Park Visits (millions)	4.4	4.4	4.5	4.9	4.5	4.7	4.4%	1.3%
Taxable Room Rents (millions)	\$661	\$754	\$740	\$820	\$1,002	\$836	-16.6%	4.8%
Hotel/Motel Occupancy Rates	60.8%	65.0%	68.3%	68.4%	63.7%	59.8%	-6.1%	-0.3%

r = revised

e = estimate

AARC = Average Annual Rate of Change

Sources: Estimates are based on information gathered from a variety of sources including National Park Service; Utah State Tax Commission; Utah Department of Transportation; Department of Workforce Services; Department of Natural Resources; Salt Lake International Airport; U.S. Department of Commerce; Ski Utah; Rocky Mountain Lodging Report; Department of Community & Economic Development; Governor's Office of Planning and Budget; Governor's Office of Economic Development - Office of Tourism; and D.K. Shiflet and Associates Ltd.